



**Affordable Housing Trust Fund
Board of Trustees
Action Plan Working Group**

Date: June 23, 2022
Time: 8:30 AM – 9:15 AM
Location: Conducted via remote participation

Attendees: Karen Kelleher, Calpurnia Roberts, Neal Mongold, Jaclyn Pacejo, Beth Elliott, Marisa Lau
Guests: Grant Cook, Rebecca Gruber

Meeting Summary

1. Action Plan update and schedule

No discussion.

2. Discuss community engagement for Action Plan

Karen provided an update on the survey responses and outreach to date. The survey is open for another week until June 30th. The outreach approach for the survey will serve as the foundation for future phases (i.e. listening sessions, public forum, etc.) of engagement and a model for other Trust activities.

Marisa showed the link and volunteer instructions for the street intercept survey (these will be added in a new tab of the outreach document on Drive). In response to Karen's question, Calpurnia agreed that a shorter version of the survey would be useful but demographic questions should be retained so that the datasets could be combined later. Demographic information will help interpret the results.

The working group discussed additional outreach strategies that could be incorporated and next steps. Other attendees had suggestions for outreach contacts and locations for listening sessions as well. Neal described where he canvassed last weekend; overall people were receptive to talking about affordable housing and taking a postcard to complete the survey later. He recommended the group target busy intersections or places like the bikeway, rather than events, which may increase diversity of respondents as well. Jaclyn suggested extending the survey by two weeks although final analysis of survey data would also have to be postponed. It was generally agreed that there should

be a clear outreach strategy for any extended period. Calpurnya stated that the group had spent a considerable amount of time on the survey and may want to focus on planning the listening sessions.

The remainder of the meeting was discussion of locations and organizational contacts for both survey outreach and the listening sessions, which Marisa will add to the outreach document in Drive and Signup Genius page. Karen emphasized the importance of robust outreach throughout the Action Plan engagement activities (currently through posting cards around town, getting responses to the Street Intercept Survey and distributing postcards with the survey link).

Meeting adjourned at 9:20 a.m.